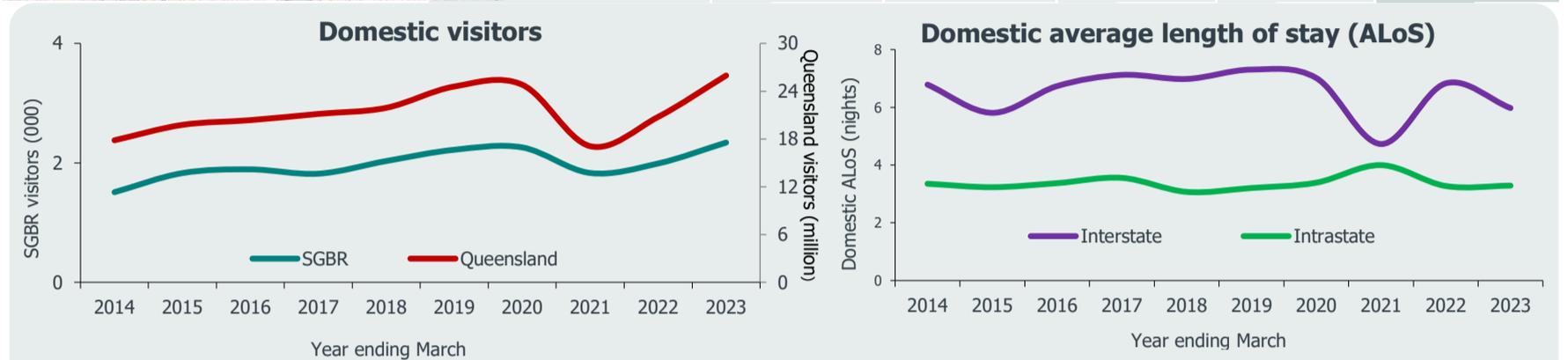


## Year ending March 2023



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
<b>Domestic overnight</b>	<b>2,339,000</b>	<b>806,000</b>	<b>687,000</b>	<b>695,000</b>	<b>\$1,660.4m</b>
Annual % change <sup>1</sup>	▲ 17.6%	▼ -1.6%	▲ 28.1%	▲ 44.7%	▲ 31.9%
3-yr trend % change <sup>2</sup>	▲ 1.3%	▲ 2.3%	▲ 1.1%	▼ -0.7%	▲ 14.9%
Change vs Dec 2019	▲ 1.0%	▲ 9.5%	▼ -0.8%	▼ -7.3%	▲ 38.6%



### Total overnight visitors (domestic and international)

International nights and spend for the COVID-19 impacted periods from June quarter 2020 to June quarter 2022 are imputed based on characteristics from historical donor records. In the September and December quarter 2022 imputation was still being used alongside some interviews. Nights and spend may not be representative of changing travel behaviour during the lockdown periods and since borders reopened. A full sample of interviews was conducted in the March quarter 2023. Please see [International Visitor Survey \(IVS\) methodology | Tourism Research Australia \(TRA\)](#) for more information.

TRA has recommended that data not be presented at the regional level until IVS interviews are fully reintroduced.

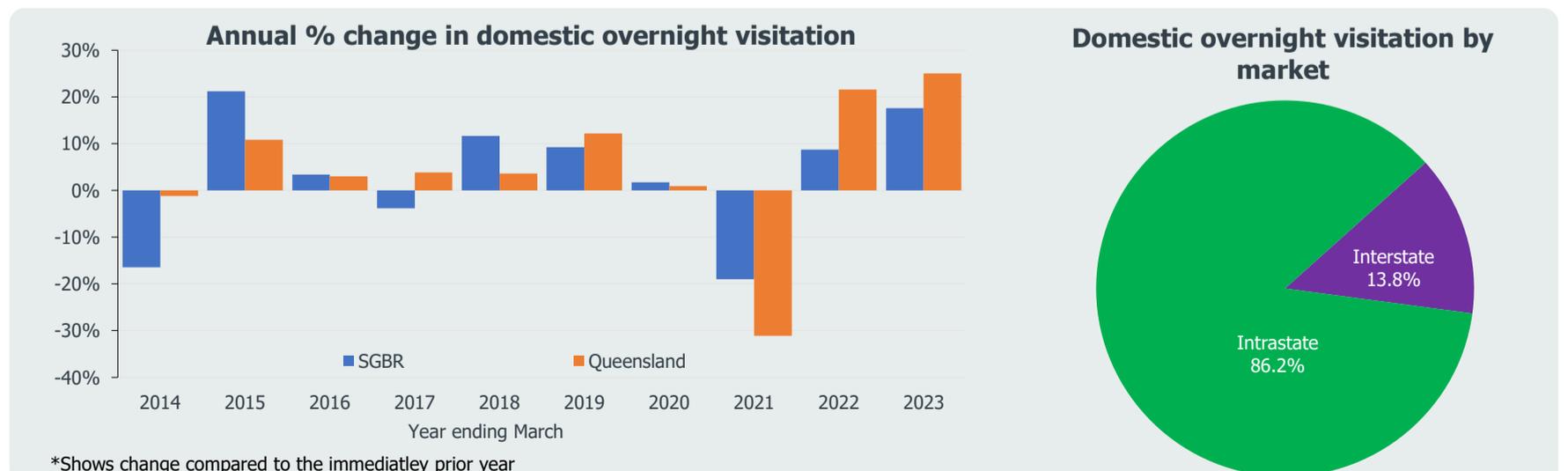
### Domestic visitors

#### Annual

- Southern Great Barrier Reef (SGBR) domestic overnight visitor expenditure (OVE) grew by 31.9 per cent to a record \$1.7 billion over the year. Total OVE was also 38.6 per cent higher than the pre-COVID-19 period. The growth over the year was due to a 17.6 per cent increase in visitation to 2.3 million. On top of this, spend per night increased 9.3 per cent to \$194 per night over the year. Total nights grew by 20.7 per cent to 8.6 million.
- The growth in visitation came from business (up 44.7 per cent to 695,000) and those visiting friends and relatives (VFR - up 28.1 per cent to 687,000). Holiday visitation was slightly lower (down 1.6 per cent) over the year to 806,000. The holiday market has tapered off in the most recent period after strong growth since COVID-19 (remains up 9.5 per cent compared to 2019).
- Intrastate visitation accounts for 86 per cent of visitors to the region. Total intrastate trips were 10.4 per cent higher over the year to 2.0 million. There was a record 323,000 interstate visitors, which is almost double the number of visitors compared to the previous year (up 98.4 per cent).

#### Quarterly

- In the March quarter 2023, visitation was up 17.1 per cent and nights were up 29.8 per cent compared to the same quarter in 2022. The growth came from holiday travel (up 12.9 per cent) and VFR (up 9.9 per cent). By market, intrastate visitation was up 8.6 per cent. Interstate visitation was not reportable in the March quarter.



\*Shows change compared to the immediately prior year

# Southern Great Barrier Reef Regional

Year ending March 2023

## Domestic overnight visitors to SGBR

	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019	Length of stay	Year # Chg	Change vs YE Dec 2019
Holiday	806,000	-1.6%	9.5%	3,394,000	1.8%	15.6%	4.2	0.1	0.2
VFR	687,000	28.1%	-0.8%	2,432,000	34.7%	-12.8%	3.5	0.2	-0.5
Business	695,000	44.7%	-7.3%	2,246,000	45.3%	-24.6%	3.2	0.0	-0.7
<b>Domestic<sup>3</sup></b>	<b>2,339,000</b>	<b>17.6%</b>	<b>1.0%</b>	<b>8,553,000</b>	<b>20.7%</b>	<b>-5.5%</b>	<b>3.7</b>	<b>0.1</b>	<b>-0.2</b>
<b>Intrastate</b>									
Holiday	652,000	-13.1%	9.1%	2,363,000	-15.9%	16.0%	3.6	-0.1	0.2
VFR	574,000	20.4%	-5.6%	1,809,000	30.2%	-7.1%	3.2	0.2	-0.1
Business	632,000	37.7%	-8.4%	1,993,000	37.4%	-24.4%	3.2	0.0	-0.7
<b>Intrastate</b>	<b>2,017,000</b>	<b>10.4%</b>	<b>-0.2%</b>	<b>6,626,000</b>	<b>10.8%</b>	<b>-4.0%</b>	<b>3.3</b>	<b>0.0</b>	<b>-0.1</b>
<b>Interstate</b>									
Holiday	154,000	n/p	11.5%	1,030,000	n/p	14.6%	6.7	n/p	0.2
VFR	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
<b>Interstate</b>	<b>323,000</b>	<b>98.4%</b>	<b>9.4%</b>	<b>1,927,000</b>	<b>73.6%</b>	<b>-10.3%</b>	<b>6.0</b>	<b>-0.9</b>	<b>-1.3</b>

## Key domestic source markets to Southern Great Barrier Reef

All visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019	Length of stay	Year # Chg	Change vs YE Dec 2019
Brisbane	630,000	-0.2%	1.9%	2,657,000	10.4%	6.3%	4.2	0.4	0.2
Regional Qld	1,387,000	16.0%	-1.2%	3,969,000	11.1%	-9.8%	2.9	-0.1	-0.3
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
Regional NSW	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
Melbourne	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
Regional Vic	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p

## Domestic day trip visitors

Total visitors	Day trip visitors	Year % Chg	Change vs YE Dec 2019	Expenditure (\$) million	Year % Chg	Change vs YE Dec 2019
SGBR	2,197,000	-7.6%	-24.6%	\$587.9m	39.3%	22.5%
Queensland	45,754,000	25.1%	-13.4%	\$7,111.5m	63.5%	21.9%
<b>Australia</b>	<b>215,762,000</b>	<b>38.2%</b>	<b>-13.1%</b>	<b>\$31,752.5m</b>	<b>69.6%</b>	<b>20.6%</b>

## State comparison - domestic overnight

All visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	25,964,000	25.0%	0.2%	104,990,000	23.6%	2.0%
NSW	36,052,000	48.0%	-7.5%	114,512,000	33.7%	-6.6%
Victoria	27,545,000	51.7%	-7.4%	81,969,000	46.9%	-1.8%
<b>Australia</b>	<b>111,918,000</b>	<b>36.3%</b>	<b>-4.7%</b>	<b>409,364,000</b>	<b>28.6%</b>	<b>-2.0%</b>
Holiday visitors	Visitors	Year % Chg	Change vs YE Dec 2019	Nights	Year % Chg	Change vs YE Dec 2019
Queensland	11,268,000	24.3%	12.6%	50,529,000	22.6%	16.5%
NSW	15,546,000	49.1%	5.1%	51,513,000	34.6%	1.7%
Victoria	13,120,000	53.1%	5.4%	39,819,000	46.4%	11.1%
<b>Australia</b>	<b>48,955,000</b>	<b>32.4%</b>	<b>5.9%</b>	<b>188,066,000</b>	<b>27.2%</b>	<b>8.7%</b>

## SOUTHERN GREAT BARRIER REEF, GLADSTONE



## March quarterly Data - domestic overnight

	SGBR	Queensland
<b>Visitors</b>	482,000	5,805,000
Change over the year	17.1%	6.9%
Change vs 2019	-11.7%	-3.4%
<b>Nights</b>	1,841,000	23,110,000
Change over the year	29.8%	-2.6%
Change vs 2019	-8.6%	-2.1%

## CARNARVON GORGE NATIONAL PARK CAPRICORN



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For tourism region definitions, [click here](#)

# Regional Comparison

Year ending March 2023

## Domestic regional comparison

Total visitors	Visitors	Year % chg	Change vs 2019	Nights	Year % chg	Change vs 2019	Length of stay	Nights change	Change vs 2019	% Proportion of travel purpose			% Share of total visitors
										Holiday %	VFR %	Business %	
Brisbane	7,407,000	47.0%	-7.5%	23,205,000	47.4%	0.0%	3.1	0.0	0.2	33%	39%	22%	29%
Gold Coast	4,222,000	29.3%	0.5%	15,413,000	27.7%	-6.9%	3.7	0.0	-0.3	53%	32%	12%	16%
Tropical North Queensland	2,496,000	20.7%	12.6%	13,762,000	27.8%	23.0%	5.5	0.3	0.5	60%	20%	17%	10%
Sunshine Coast	4,125,000	11.2%	1.9%	14,382,000	8.5%	-1.1%	3.5	-0.1	-0.1	60%	31%	6%	16%
<b>Southern Great Barrier Reef</b>	<b>2,339,000</b>	<b>17.6%</b>	<b>1.0%</b>	<b>8,553,000</b>	<b>20.7%</b>	<b>-5.5%</b>	<b>3.7</b>	<b>0.1</b>	<b>-0.2</b>	<b>34%</b>	<b>29%</b>	<b>30%</b>	<b>9%</b>
Southern Queensland Country	2,699,000	17.8%	12.5%	7,274,000	11.3%	14.2%	2.7	-0.2	0.0	35%	39%	20%	10%
Townsville North Queensland	1,144,000	-0.7%	-11.8%	4,697,000	9.5%	-1.9%	4.1	0.4	0.4	39%	27%	27%	4%
Outback Queensland*	1,058,000	-2.2%	-8.2%	4,716,000	-8.6%	-22.7%	4.5	n/p	-0.8	35%	18%	42%	4%
Whitsundays*	862,000	12.0%	36.7%	4,732,000	23.7%	69.7%	5.5	n/p	1.1	68%	18%	n/p	3%
Fraser Coast*	850,000	5.3%	10.7%	3,286,000	2.3%	7.2%	3.9	n/p	-0.1	54%	32%	n/p	3%
Mackay*	1,207,000	3.5%	13.4%	4,269,000	0.0%	-2.6%	3.5	n/p	-0.6	22%	19%	51%	5%
<b>Total Queensland</b>	<b>25,964,000</b>	<b>25.0%</b>	<b>0.2%</b>	<b>104,990,000</b>	<b>23.6%</b>	<b>2.0%</b>	<b>4.0</b>	<b>0.0</b>	<b>0.1</b>	<b>43%</b>	<b>32%</b>	<b>20%</b>	<b>100%</b>

\* Three-year trend change %<sup>2</sup>

### Notes/Sources:

TNQ= Tropical North Queensland; SGBR = Southern Great Barrier Reef and SQC = Southern Queensland Country

In 2012, the Australian Bureau of Statistics (ABS) changed the way it reports regional statistics. Essentially, the ABS moved from using political boundaries such as local government areas to a framework based on population densities, called the Australian Statistical Geographic Standard (ASGS). Statistical Area 2s (SA2s), which represent one level of the ASGS, replace local government areas (LGA) previously used to define tourism region boundaries. SA2 boundaries closely resemble that of the former tourism region boundaries (defined by LGA boundaries) in Queensland with any differences not being material.

The data included in this report is sourced from the National and International Visitor Surveys (NVS & IVS) conducted by Tourism Research Australia (TRA). These are large and comprehensive surveys that provide valuable data on a national, state, and regional level. The variable nature of travel, combined with sampling variability (which all surveys are subject to) means that regional results need to be viewed as indicative only. It is likely that not all segments of the region will experience the changes noted on a regional level.

Tourism Research Australia has transitioned NVS sampling to 100 per cent mobile phone interview (from 50 per cent mobile phone/50 per cent landline) to reflect current phone usage trends. The change in methodology has seen a break in series so please use caution when comparing 2019 to previous year's results.

2017 and 2018 estimates have been revised to align with the latest release of ABS population projections and will differ slightly from previously published estimates.

"n/p" indicates the data has not been published.

### Footnotes:

1. Annual change refers to the percentage change between the year to the date covered by this report compared to the same period one year prior.
2. Trend change refers to the percentage change between the average of the three years to the date covered by this report, compared to the average for the same period one year prior. Trend change has been used to analyse changes for regions with small sample sizes.
3. This figure includes "Other" visitors.

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